

AMENDMENTS TO THE CLAIMS

Pursuant to 37 C.F.R. § 1.121 the following listing of claims will replace all prior versions, and listings, of claims in the application.

1. (Withdrawn) A method for presenting to a user at a station connected to a distributed computer network, relevant areas of distributed computer network sites, comprising, the steps of:

receiving across the distributed computer network an indication of a mind set of the user in navigating the network, wherein the mind set indicates a navigational goal of the user over the distributed computer network;

cross-referencing the indicated user mind set with a mind set data store of potential user goals to find at least one indicated goal;

cross-referencing the indicated user goal with a service data store of a set of services, the set of services potentially reflecting the navigational goal of the user mind set;

matching the set of services in the cross-referencing step with a list of service providers that provide the set of services that potentially reflect the navigational goal of the user; and,

displaying the list of services and service providers to the user at the station.

2. (Withdrawn) A method as in claim 1, further comprising, the step of:

offering the user a promotion associated with a service provider that relates to the received user mind set.

3. (Withdrawn) A method as in claim 1, wherein the displaying step, further comprises, the step of:

sending the list to a tool that creates a user interface for the constructed list.

4. (Withdrawn) A method as in claim 1, wherein the station is at least one of a personal computer, a pager, a Web-enabled phone, a personal digital assistant (PDA), a pen-based platform, a wireless digital platform, and a voice-based platform.

5. (Withdrawn) A method for presenting to a user at a station connected to a distributed computer network, relevant areas of distributed computer network sites, comprising, the steps of:

displaying to the user across the distributed computer network a set of potential user mind sets and a set of potential contextual inferences;

receiving from the user at least one of a user mind set or a contextual inference, wherein the user mind set or contextual inference indicates a navigational goal of the user over the distributed computer network;

sending the user to a new location on the distributed computer network in response to the received user response; and,

presenting to the user at the station a list of service providers in response to the received user response, the list of service providers providing services in accordance with the received user response.

6. (Withdrawn) A method as in claim 5, further comprising, the a step of:
outlining an activity history that reflects the received user response on a visual display at
the station.
7. (Withdrawn) A method as in claim 6, further comprising, the step of:
recording the activity history electronically.
8. (Withdrawn) A method as in claim 7, further comprising, the step of:
transmitting the electronically stored activity history.
9. (Withdrawn) A method as in claim 8, further comprising using the transmitted
electronically stored activity history for a customization of a navigational environment.
10. (Withdrawn) A method as in claim 5, further comprising, the step of:
offering the user an additional enhancement wherein the additional enhancement
comprises a promotion associated with a service provider that relates to the received user response.
11. (Withdrawn) A method as in claim 5, wherein the station is at least one of a
personal computer, a pager, a Web-enabled phone, a personal digital assistant (PDA), a pen-based
platform, a wireless digital platform, and a voice-based platform.
12. (Withdrawn) A method as in claim 5, further comprising, the step of:
generating a fee to the service provider each time a service associated with the service
provider is presented to the user.

13. (Withdrawn) A method as in claim 5, further comprising the step of:
receiving from the user a selection from the list, the selection being consistent with the
navigational goal of the user over the distributed computer network.

14. (Withdrawn) A method as in claim 13, further comprising the step of:
generating a fee to a service provider each time a user selection associated with the
service provider is received from the user.

15. (Currently Amended) A system for delivering ads to a user viewing content by
operating a station connected to a distributed computer network, comprising:
an ad server which maintains the ads for the user at the station across the distributed
computer network, the user station allowing the user to retrieve information containing content;
a data store ~~that identifies~~ containing a set of relevancy rules associated with each ad,
the rules operable to indicate a level of relevancy of the ad to the content of the information
retrieved ~~free of information about the user~~; and
a match maker that accesses the content retrieved by the user, extracts that content
according to its extracting rules, parses the content of the information ~~by~~ into objects, and targets an
ad from the server to the content by applying the relevancy rules in the data store to the objects, free
of information about the user, and that directly sends the targeted ad to the station for display with
the content.

16. (Previously Presented) A system as in claim 15, wherein the station is at least
one of a personal computer, a pager, a Web-enabled phone, a personal digital assistant (PDA), a
pen-based platform, a wireless digital platform, or a voice-based platform.

17. (Withdrawn) A system for sending targeted services to a user at a station connected to a distributed computer network, comprises:

an object registry that identifies a first set of objects relevant to services provided by a service provider and that maps the first set of objects to the services provided by the service provider; and,

a match maker that parses content in a document, that identifies a second set of objects relevant to the content, that groups the second set of objects relevant to the content, that cross-references the first set of objects with the second set of objects to determine targeted services relevant to both the first and the second set of objects, and that sends the targeted services to the user across the distributed computer network.

18. (Withdrawn) A system as in claim 17, wherein the station is at least one of a personal computer, a pager, a Web-enabled phone, a personal digital assistant (PDA), a pen-based platform, a wireless digital platform, and a voice-based platform.

19. (Withdrawn) A system for presenting to a user at a station connected to a distributed computer network, relevant computer network sites, comprising:

a mind set data store that stores a set of potential user goals;

a service data store that stores a set of services; and,

a processor that receives from the user an indication of a user mind set in navigating the network, wherein the mind set indicates a navigational goal of the user over the distributed computer network, the processor cross-references the indicated mind set with the potential user goals in the mind set data store, cross-references the indicated user goal with the set of services

potentially reflecting the navigational goal of the user, matches the set of cross-referenced services with a list of service providers that provide that set of services, and displays the list of services and service providers to the user at the station.

20. (Withdrawn) A system as in claim 19, wherein the station is at least one of a personal computer, a pager, a Web-enabled phone, a personal digital assistant (PDA), a pen-based platform, a wireless digital platform, and a voice-based platform.

21. (Currently Amended) A method for presenting to a user viewing content at a station connected to a distributed computer network, relevant areas of distributed computer network sites, comprising the steps of:

maintaining ads for the user at the station across the distributed computer network, the user station allowing the user to retrieve information containing content;

identifying a set of relevancy rules which are used for indicating a level of relevancy of each ad to the content of the information retrieved ~~free of information about the user~~;

accessing the information retrieved by the user to extract the content according to ~~the a~~ set of extracting rules;

parsing the content of the information ~~by~~ into objects;

targeting the ads to the content by applying the ~~identified set of~~ relevancy rules to the objects, free of information about the user; and

displaying the targeted ads at the station with the content.

22. (Previously Presented) A method as in claim 21 wherein the station is at least one of a personal computer, a pager, a Web-enabled phone, a personal digital assistant (PDA), a pen-based platform, a wireless digital platform, ~~and~~ or a voice-based platform.

23. (Withdrawn) A method for presenting to a user at a station connected to a distributed computer network, relevant areas of distributed computer network sites, comprising, the steps of:

identifying a first set of objects relevant to services provided by a service provider;
mapping the first set of objects to the service provided by the service provider;
parsing a second set of objects relevant to content in a document;
grouping the second set of objects relevant to content in a document;
cross-referencing the first set of objects with the second set of objects to determine targeted services; and
sending targeted services to the user across the distributed computer network.

24. (Withdrawn) A method as in claim 23, wherein the station is at least one of a personal computer, a pager, a Web-enabled phone, a personal digital assistant (PDA), a pen-based platform, a wireless digital platform, and a voice-based platform.

25. (Withdrawn) A method as in claim 23, further comprising the step of:
generating a fee to the service provider associated with the sent targeted service.

26. (Withdrawn) A method as in claim 23, further comprising the step of:
receiving from the user a user selection.

32. (Previously Presented) A system as in claim 31, wherein performance is measured by at least one of changes in revenues or click through rates of targeted ads.

33. (Previously Presented) A system as in claim 15, wherein the content is a portion of content from a location on the distributed computer network that the user requested to view.

34. (Previously Presented) A system as in claim 15, wherein the content is a portion of content from a location on the distributed computer network that the user requested to receive.

35. (Currently Amended) A system as in claim 15, wherein the extracting rules enable a classification of the content according to a channel, and wherein a channel is one of an object, a group of objects, a classification of objects or a structural relationship among objects.

36. (Previously Presented) A system as in claim 35, wherein the channel into which the content is classified is related to past consumption by users as a consequence of ads that were received and responded to by them.

37. (Previously Presented) A system as in claim 35, wherein the channel into which the content is classified is among channels used for existing advertising sales by at least one of an advertiser, an ad network, or an affiliate network.

38. (Previously Presented) A system as in claim 15, wherein the match maker parses the content and maps to the targeted ad in real time as the user operates at the station connected to the distributed computer network.

46. (Currently Amended) The method of claim 42, wherein the set of one or more topics includes a defined number of terms with the highest level of relevancy among the terms of the set of relevancy rules.

47. (Previously Presented) The method of claim 21, wherein parsing the content of the information retrieved comprises identifying a topic based on other portions of a collection of which the content is a part.

48. (Previously Presented) The method of claim 21, wherein parsing the content of the information retrieved comprises identifying a topic based on one or more queries that yield a reference to a targeted ad.

49. (Previously Presented) The method of claim 21, wherein the step of parsing the content of the information retrieved comprises:

determining at least one document similar to the content;

supplementing the content of the information retrieved with the content of the similar document; and

analyzing the supplemented content of the information retrieved to identify a topic.

50. (Previously Presented) The method of claim 49, wherein determining at least one similar document comprises determining that a document is similar if it contains a reference to the content of the information retrieved.

classifying the content into a category; and

identifying a list of one or more topics for the content of the information retrieved based on the category.

56. (Previously Presented) The method of claim 55, wherein meta-information associated with the content of the information retrieved is used to classify the content into a category.

57. (Previously Presented) The method of claim 56, wherein the meta-information includes information from another document that contains a reference to the content of the information retrieved.

58. (Previously Presented) The method of claim 56, wherein the meta-information includes information from another document to which the content refers.

59. (Previously Presented) The method of claim 58, wherein the information from another document includes meta-information associated with the other document.

60. (Previously Presented) The method of claim 21, wherein parsing the content of the information retrieved comprises comparing the content to a topic or a related topic to determine if a match exists between the topic or a related topic and the content of the information retrieved.

61. (Previously Presented) The method of claim 53, wherein the related topic is a synonym of the topic.

62. (Previously Presented) The method of claim 53, wherein the related topic is conceptually similar to the topic.

63. (Previously Presented) The method of claim 21, wherein the content is a retrieved web page.

64. (Previously Presented) The method of claim 63, wherein parsing the content of the information retrieved comprises: analyzing terms within the web page and including the terms in the set of one or more topics if a frequency with which terms appear in the web page exceeds a threshold value.

65. (Previously Presented) The method of claim 64, wherein terms that are related to one or more topics in the set are determined and supplemented so as to include the related terms.

66. (Previously Presented) The method of claim 64, wherein parsing the content comprises analyzing terms within a title of the web page and including the terms in the set of one or more topics if the frequency with which terms appear in the title exceeds a threshold value.

67. (Previously Presented) The method of claim 64, wherein the step of parsing the content of the information retrieved comprises:

targeting ads for the web page based on text within the web page; and
identifying a set of one or more topics based on a relevancy level.

68. (Previously Presented) The method of claim 67, wherein terms in the ads are assigned the level of relevancy based on a frequency with which the terms appear in the content of the information retrieved.

69. (Previously Presented) The method of claim 67, wherein terms in the targeted ad are assigned the level of relevancy based on the infrequency with which the terms appear across a collection of web pages.

70. (Previously Presented) The method of claim 67, wherein the set of one or more topics includes terms whose level of relevancy exceeds a defined value.

71. (Previously Presented) The method of claim 67, wherein the set of one or more topics includes a defined number of terms with the highest level of relevancy among the terms of the targeted ad.

72. (Previously Presented) The method of claim 64, wherein the step of parsing the content comprises:

determining at least one similar web page to the retrieved web page;
revising the content of the retrieved web page by supplementing it with the content of the similar web page; and
analyzing the revised content of the retrieved web page to identify a set of one or more topics.

73. (Previously Presented) The method of claim 72, wherein supplementing includes replacing at least a portion of the retrieved web page content with at least a portion of the similar web page content.

86. (Previously Presented) The method of claim 64, wherein the advertisement belongs to an advertiser, and wherein identifying targeting information comprises receiving a set of one or more topics from the advertiser.

87. (Currently Amended) The method of claim 64, wherein identifying targeting information comprises applying the relevancy rules in the data store to one or more topics based on the objects parsed from the content.

88. (Previously Presented) The method of claim 64, wherein identifying targeting information comprises generating a set of one or more topics for the advertisement based on text of queries on a search engine that yield a result that links to a web page on a web site to which the advertisement links.

89. (Currently Amended) A system for delivering ads to a user viewing content by operating a station connected to a computer network, ~~comprises~~comprising:

a server for storing the ads for delivery to the user operating the station connected to the computer network, the user station allowing the user to retrieve information containing content;

a memory ~~for identifying~~ containing a set of relevancy rules associated with an ad, said relevancy rules operable to indicate ~~indicating~~ a level of relevancy of the ad to the content of the information ~~free of information about the user~~; and

a module for accessing the information retrieved by the user, extracting that content based on its extracting rules, parsing the content of the information[[,]] ~~by~~ into objects and corresponding attributes, and targeting the ad to the content by applying the relevancy rules in the

data-store memory to the objects, free of information about the user, and directly sending the targeted ad to the station for display with the content.